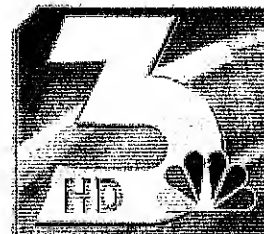


ORDER

KSNV

Orders
Order / Rev: 104403
Alt Order #: 06832083
Product Desc: HELLER FOR SENATE
Estimate:
Flight Dates: 10/10/12 - 10/16/12
Original Date / Rev: 07/18/12 / 10/01/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Strategic Media Services, Inc.
Buying Contact:
Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heller, Dean for U.S. Senate
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	132	\$78,225.00	\$66,491.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	132	\$78,225.00	\$66,491.25	0.00
Totals	132	\$78,225.00	\$66,491.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	29%	\$78,225.00
Market	100%	\$269,741.38

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$70,132.76
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$48,553.45
KTUD	1%	\$2,697.41
KVVU	24%	\$64,737.93
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$5,394.83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/10/12	10/12/12	M-F 5-6a WakeUp w/Wa@M	5-6a		--WTF--	:30	6	\$300.002		0.00	NM	6	\$1,800.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	--WTF--		6		\$300.00		0.00					

Order / Rev: 104403
 Alt Order #: 06832083
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/10/12	10/12/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	6	\$300.002		0.00	NM	6	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					6	\$300.00		0.00			
E 2	KSNV	10/15/12	10/16/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	4	\$300.002		0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$300.00		0.00			
E 3	KSNV	10/15/12	10/16/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$450.002		0.00	NM	4	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$450.00		0.00			
E 4	KSNV	10/10/12	10/12/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$450.002		0.00	NM	6	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					6	\$450.00		0.00			
E 5	KSNV	10/10/12	10/12/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$600.002		0.00	NM	6	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					6	\$600.00		0.00			
E 6	KSNV	10/15/12	10/16/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$600.002		0.00	NM	4	\$2,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$600.00		0.00			
E 7	KSNV	10/15/12	10/16/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$275.00		0.00			
E 8	KSNV	10/10/12	10/12/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$275.00		0.00			
E 9	KSNV	10/10/12	10/12/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
TODAY 13															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$225.00		0.00			
E 10	KSNV	10/15/12	10/16/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
TODAY 13															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$225.00		0.00			
E 11	KSNV	10/15/12	10/16/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$225.00		0.00			
E 12	KSNV	10/10/12	10/12/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$225.00		0.00			
E 13	KSNV	10/10/12	10/12/12		CM	12-1230pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00

Order / Rev: 104403
 Alt Order #: 06832083
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS Noon News Noon News Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTF-- 3 \$275.00 0.00															
E 14	KSNV	10/15/12	10/16/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----- 2 \$275.00 0.00															
E 15	KSNV	10/15/12	10/16/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
AGENDAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----- 2 \$225.00 0.00															
E 16	KSNV	10/10/12	10/12/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
AGENDAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTF-- 3 \$225.00 0.00															
E 17	KSNV	10/10/12	10/12/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
DAYS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTF-- 3 \$275.00 0.00															
E 18	KSNV	10/15/12	10/16/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
DAYS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----- 2 \$275.00 0.00															
E 19	KSNV	10/15/12	10/16/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$225.002		0.00	NM	2	\$450.00
DRS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----- 2 \$225.00 0.00															
E 20	KSNV	10/10/12	10/12/12	The Doctors The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$225.002		0.00	NM	3	\$675.00
DRS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTF-- 3 \$225.00 0.00															
E 21	KSNV	10/10/12	10/12/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$300.002		0.00	NM	3	\$900.00
PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTF-- 3 \$300.00 0.00															
E 22	KSNV	10/15/12	10/16/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$300.002		0.00	NM	2	\$600.00
PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----- 2 \$300.00 0.00															
E 23	KSNV	10/15/12	10/16/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----- 2 \$450.00 0.00															
E 24	KSNV	10/10/12	10/12/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTF-- 3 \$450.00 0.00															
E 25	KSNV	10/10/12	10/12/12		CM	4-5pm	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00

Order / Rev: 104403
 Alt Order #: 06832083
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NEWS 3 at 4 (1 HOUR)											
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					3	\$450.00		0.00			
E 26	KSNV	10/15/12	10/16/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$450.00		0.00			
E 27	KSNV	10/15/12	10/16/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$900.00	2	0.00	NM	4	\$3,600.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$900.00		0.00			
E 28	KSNV	10/10/12	10/12/12	M-F Early News	CM	5-630p	--WTF--	:30	6	\$900.00	2	0.00	NM	6	\$5,400.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					6	\$900.00		0.00			
E 29	KSNV	10/10/12	10/12/12	M-F Jeop/Wheel	CM	630-730pm	--WTF--	:30	6	\$750.00	2	0.00	NM	6	\$4,500.00
				M-F Jeopardy/Wheel of Fortune											
				JEP/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WTF--					6	\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	10/08/12-10/14/12	M-F Jeop/Wheel		630-730pm		--WThF----	:30		(\$750.00)		0.00	NM		
See MG 29.7,29.8															
[NA DEBATES]															
5	KSNV	10/08/12-10/14/12	M-F Jeop/Wheel		630-730pm		--WThF----	:30		(\$750.00)		0.00	NM		
See MG 29.7,29.8															
[NA DEBATES]															
7	KSNV	10/11/12-10/11/12	SIGN ON-SIGN OFF		5a-459a		(9:30 PM-10:30)l---Th-----	:30		\$750.00		0.00	NM		
Ⓜ MG for 29.2,29.5															
[INV CODE]															
8	KSNV	10/11/12-10/11/12	SIGN ON-SIGN OFF		5a-459a		(9:30 PM-10:30)l---Th-----	:30		\$750.00		0.00	NM		
Ⓜ MG for 29.2,29.5															
[INV CODE]															
E 30	KSNV	10/15/12	10/16/12	M-F Jeop/Wheel	CM	630-730pm	MT-----	:30	4	\$750.00	2	0.00	NM	4	\$3,000.00
				M-F Jeopardy/Wheel of Fortune											
				JEP/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					4	\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	10/15/12-10/21/12	M-F Jeop/Wheel		630-730pm		MT-----	:30		(\$750.00)		0.00	NM		
See MG 30.5,30.6															
[PGM CHG = JEOP OR WHEEL IN PRIME]															
3	KSNV	10/15/12-10/21/12	M-F Jeop/Wheel		630-730pm		MT-----	:30		(\$750.00)		0.00	NM		
See MG 30.5,30.6															
[PGM CHG = JEOP OR WHEEL IN PRIME]															
5	KSNV	10/16/12-10/16/12	SIGN ON-SIGN OFF		5a-459a		(9:30 PM-10:30)l-T-----	:30		\$750.00		0.00	NM		
Ⓜ MG for 30.2,30.3															
[INV CODE]															
6	KSNV	10/16/12-10/16/12	SIGN ON-SIGN OFF		5a-459a		(9:30 PM-10:30)l-T-----	:30		\$750.00		0.00	NM		
Ⓜ MG for 30.2,30.3															
[INV CODE]															
E 31	KSNV	10/15/12	10/16/12	FacetoFace/Ralston Rep	CM	730-758pm	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MT-----					2	\$450.00		0.00			

Order / Rev: 104403
 Alt Order #: 06832083
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 31	KSNV	10/15/12	10/16/12	FacetoFace/Ralston Report Face to Face w/ J.Ralston	CM	730-758pm	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/15/12-10/21/12		FacetoFace/Ralston Report		730-758pm	MT-----	:30		(\$450.00)		0.00	NM		
See MG 31.3															
[PGM CHG = NBC DEBATE]															
3	KSNV	10/16/12-10/16/12		RALSTON in PRIME		8-11pm	-T-----	:30		\$450.00		0.00	NM		
Ⓜ MG for 31.1 10/16															
[INV CODE]															
E 32	KSNV	10/10/12	10/12/12	FacetoFace/Ralston Report Face to Face w/ J.Ralston	CM	730-758pm	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	3		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	10/08/12-10/14/12		FacetoFace/Ralston Report		730-758pm	--WThF----	:30		(\$450.00)		0.00	NM		
See MG 32.4															
[PGM CGH = NBC DEBATE]															
4	KSNV	10/11/12-10/11/12		RALSTON In PRIME		8-11pm	---Th-----	:30		\$450.00		0.00	NM		
Ⓜ MG for 32.2 10/11															
[INV CODE]															
E 33	KSNV	10/11/12	10/11/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.002		0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$775.00		0.00						
E 34	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$775.002		0.00	NM	1	\$775.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$775.00		0.00						
E 35	KSNV	10/15/12	10/16/12	The Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$275.002		0.00	NM	2	\$550.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	MT-----	2		\$275.00		0.00						
E 36	KSNV	10/10/12	10/12/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	3		\$275.00		0.00						
E 37	KSNV	10/16/12	10/16/12	Tues PR 8-9p Tuesday Prime 8-9pm	CM	8-9pm	-T-----	:30	1	\$2,400.002		0.00	NM	1	\$2,400.00
VOCIE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$2,400.00		0.00						
E 39	KSNV	10/12/12	10/12/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$2,100.002		0.00	NM	1	\$2,100.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----F--	1		\$2,100.00		0.00						
E 40	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002		0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----SS	2		\$750.00		0.00						
E 41	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.002		0.00	NM	1	\$225.00

Order / Rev: 104403
 Alt Order #: 06832083
 Flight Dates: 10/10/12 - 10/16/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 53	KSNV	10/14/12	10/14/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
SNF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/14/12	-----S	1		\$8,000.00		0.00							
E 54	KSNV	10/14/12	10/14/12	NFL End of Game Break NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$6,500.00	2	0.00	NM	1	\$6,500.00
NFL POSTGAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/14/12	-----S	1		\$6,500.00		0.00							
E 55	KSNV	10/14/12	10/14/12	Sports Night in Las Vegas Sports Night in Las Vegas	GM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12		10/14/12	-----S	1		\$200.00		0.00							
													Totals	132	\$78,225.00